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HOUSTON'S LEADING INFORMATION SOURCE

**HoustonChronicle.com****ETHNIC CHRISTMAS GREETINGS***Houston Chronicle (Pre-1997 Fulltext);* Houston, Tex.; Nov 7, 1990; [GINA SEAY](#);**Sub Title:** [2 STAR Edition]**Start Page:** 1**Abstract:**

*Two of the most popular and successful lines of cards geared primarily to African-Americans - L'Image Graphics and Love, Auntie Cheryl Greetings Inc.'s Cousin Mattie's Daddy's Sister's People - are available in catalogs and several local stores, including Amistad Bookplace, The Bold and Beautiful, Shrine of the Black Madonna and Ebony Expressions.*

*Hallmark recently announced plans to expand its line of Hispanic greeting cards. Next year the company and Paramount Cards Inc., a major producer of bilingual greeting cards since 1984, will jointly produce the Spanish-language line "Primor."*

*For **greeting card catalogs** for L'Image and Auntie [Cheryl Munson], call L'Image at (800) 445-9843 or Auntie Cheryl Inc. at (415) 638-3540.*

**Full Text:**

*Copyright Houston Chronicle Publishing Company Division, The Hearst Corporation (the "Houston Chronicle") Nov 7, 1990*

AFRICAN-AMERICANS and Hispanics still face a frustrating and often fruitless search for greeting cards that bear faces like their own.

As Christmas approaches, however, consumers will find a few more offerings in specialty stores and by mail order.

Two of the most popular and successful lines of cards geared primarily to African-Americans - L'Image Graphics and Love, Auntie Cheryl Greetings Inc.'s Cousin Mattie's Daddy's Sister's People - are available in catalogs and several local stores, including Amistad Bookplace, The Bold and Beautiful, Shrine of the Black Madonna and Ebony Expressions.

Both companies were started by frustrated consumers who could not find birthday and holiday cards that appealed to African-American consumers.

"We fill that gap offering contemporary quality black images out there," said Wayne Wilson, president of L'Image Graphics in Culver City, Calif., started six years ago and believed to be the largest minority-owned greeting card manufacturer.

Cheryl Munson, creator of Cousin Mattie's collection, said the market she serves is largely ignored by the leading greeting card manufacturers.

"They don't understand the market, and therefore they don't want to approach it," said Munson.

Munson's line features unusual fabric sculpted characters, photographed in "real people situations" from the 1930s through the 1960s and commemorating special occasions.

L'Image offers 350 designs, including Christmas images - black children, winter wonderlands, black wise men and a black Santa.

Boxed cards for both lines sold are priced from \$7 to \$12.

The world's largest greeting card manufacturers, Hallmark and American Greetings, offer a limited line of designs appealing to black and Hispanic customers.

The cards can be found in some neighborhood grocery stores and discount and specialty shops.

Hallmark recently announced plans to expand its line of Hispanic greeting cards. Next year the company and Paramount Cards Inc., a major producer of bilingual greeting cards since 1984, will jointly produce the Spanish-language line "Primor."

Hallmark customers also can ask store owners to order designs not found on shelves from the company's catalog, said a Hallmark spokeswoman.

For **greeting card catalogs** for L'Image and Auntie Cheryl, call L'Image at (800) 445-9843 or Auntie Cheryl Inc. at (415) 638-3540.

#### **[Illustration]**

Photos: Greeting cards for African-Americans, Hispanics (color)

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